



HOTEL ASSOCIATION ZANZIBAR



ANNUAL REPORT 2022

WWW.HAZ.OR.TZ



EXECUTIVE SUMMARY

A happy New Year to all along with health, peace and prosperity a statement we use every year from all of us to everyone. However, in 2023 our HAZ drive is to insure these are all much more than words - to take a more proactive, robust and collaborative approach, and as a professional body, working together to become a stronger collective instrument of change. A HEALTHIER private sector that embodies the communities in which we operate, A PROSPEROUS one that insures we take more charge of our business to be more profitable and sustainable. PEACEFUL for all involved in a real Partnership as a responsible Private sector body with Government and the Communities of Zanzibar to offer more Inclusive benefits and job creation with environmental protection through hospitality as a catalyst of change. The very assets we have invested in as a Hotel and Hospitality sector are the People and Natural assets of the nation and our aim in HAZ is to strengthen this for the benefits of all concerned and to promote this globally as a competitive value.

After its first full operating year to June 2022 HAZ was established as the official professional association for the hotel and hospitality sector in Zanzibar. Time spent with Government authorities and ZATI to help provide clarity of purpose as well as each associations activities and to support all with a Voice as responsible hotel investors and operators within the tourism business development of Zanzibar.

Reports indicate direct tourism contribution as +-29.2% of GDP in 2021 where in fact; direct, indirect and induced tourism activities contribute +65% of total GDP of which +85% is hospitality related. Hospitality is directly responsible for +50% of national employment, +88% FX and +85% of national FDI as well as the largest current economic driver in the Blue Economy and by far the largest impact on Zanzibars fragile natural and human resources. It is critical for the hospitality industry to become even more; responsible, inclusive, robust and resilient both as investor operators and as a stronger partnership with government within the Blue Agenda. The hospitality sector has the ability to dramatically improve in-country value with a more inclusive and integrated supply chain, effecting; agriculture, blue economy harvests, waste management etc for enhanced community living and empowerment, resilience and job creation. Hospitality is the single biggest Trigger to be a catalyst for sustainable transformative change and socio-economic advancement.

In HAZ we believe all of this is only possible through forging a stronger collaboration of its private sector Hotel members, where each plays a part, to drive a more robust sector, though; proactive networking, collective marketing, promotion, increased revenues and yields, profits and increasing GDP for the nation. Leading toward a higher yield lower impact business model.

So a Happy New Year along with a Healthier, Peaceful and more Prosperous future For All. Where we make 2023 the Year for Transformative and Sustainable Change based on responsible Enterprise within the HAZ network.

Graham Stewart Leslie
Executive Chairman HAZ

HAZ 2023 MEMBERSHIP ACTIVITIES

Hotels Association Zanzibar (HAZ) enjoys a membership of common shared objectives across the hotel industry covering all hotels, resorts, lodges, camps and working with all stakeholders who share these common goals

These activities will include a central HAZ team that will provide;

- Weekly Communications on all activities that have taken place or planned covering the Board, regional chapters, hotel members etc
- Marketing and media promotions covering all HAZ activities
- Targeted high end visitors and optimising existing markets and opening new ones
- Provide monthly data statistics of the overall Zanzibar market including; business flows and yields versus competitive destinations with global trends
- Formulating a Members Operating Procedures & Compliance Handbook for ZRB, TRA, ZIPA and ZCT for Licenses and Permits- Doing Business in Zanzibar viably
- Supporting Members who require funding for quality improvements and expansion
- HAZ as a platform to be a Voice with government in developing a more optimal Public Private Partnership with capacity building programmes
- Working with members to improve conservation activities and environment protection including raising global funding such as with the European Union Blue Economy Development fund in support of hospitality and tourism
- Actively engage with each member on their individual issues and marketing campaigns
- HAZ Jobs (posting CV or advertising for job opportunities) across members
- Image Archives of high quality Zanzibar destination and Experiences photography for unlimited member use
- Government and authorities listings and numbers
- PR critical risk management procedures
- Community awareness programmes & support activities for all members
- Security & Health and Safety procedures archive and WhatsApp shared Issues platform
- Members online Group for suggestions and ideas for building stronger standards and promotions
- Waste Management & Recycling Programme across all members
- Supplier select services benefits as HAZ members including desalination etc
- HAZ Recognition Card with discounts in retail outlets



HAZ LEADERSHIP BOARD



HAZ Executive Chairman
Mr Graham Stewart Leslie



Chairman Emeritus
Mr Paolo Rosso



HAZ Vice Chairman
Mr. Nicolas König



HAZ CEO and West Chapter:
Mr Wilfred Shirima



HAZ Treasurer
Mr Javed Jafferji



HAZ Secretary
Mr Omar Mmad Mwarab



HAZ Chairman North Coast Chapter
Mr Ali Kilupi



HAZ Chairman East Coast
Mr Andrew Smith



HAZ Chairman Pemba Chapter
Mr Matthew Saus



**HAZ Board Member and
Honorary HAZ Member**
Ms. Antonella Balestra

BOARD MEMBERS CURRENT LIST

- Mr Graham Stewart Leslie – **Executive Chairman**
- Mr. Paolo Rosso – **Chairman Emeritus**
- Nicolas König – **Vice Chair**
- Mr. Mr. Wilfred Shirima – **CEO, Board Member and Chair for Urban/West**
- Mr. Omar Mmad Mwarab – **Secretary**
- Mr. Javed Jafferji – **Treasurer**
- Mr. Matthew Saus – **Board Member and Chair for Pemba**
- Mr. Ali Kilupi – **Board Member and Chair for North Coast**
- Mr. Andrew Smith – **Board Member and Chair for East Coast**
- Ms. Antonella Balestra – **Honorary Member**



HAZ VISION

Making the ZANZIBAR Hotels and Hospitality industry “globally competitive, responsible and viable” for all stakeholders; The Government, Tourists, Visitors, Property Owners, Shareholders, Hotel Brand Operators, Employees, Local Communities, and Suppliers.

HAZ MEMBERSHIP

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MEMBERS CURRENT LIST

Melia Zanzibar	Kendwa Rocks Beach Hotel
The Residence	Gold Zanzibar Beach House & Spa
Zanzibar Serena Hotel	Vera Club
Sandies Baobab Beach	Vacanze Zanzibar
Diamonds Mapenzi Beach	Tulia Zanzibar Unique Beach Resort
Blue Bay Beach Resort & Spa	Max Village
Sultan Sands Island Resort	Seacliff Resort & Spa
Jafferji House and Spa	Karafuu Beach Resort and Spa
Jafferji Beach Retreat	Dhow Inn Hotel
Moja Tu The Luxury Villas & Nature Retreat	Palumbo Kendwa
Hakuna Majiwe Beach Lodge	Kiwengwa Strand Hotel
Neptune Pwani Beach Resort & Spa	Marijani Beach Resort and Spa Zanzibar
The Manta Resort & Underwater Room	Kinasi Lodge

2022 was an eventful year, especially in the second half from July to December when the tourism arrivals peaked. HAZ continued collaboration with the public sector, other associations and the community to address various issues for the betterment of our industry. Notable progress was achieved by the year-end, which further establishes HAZ, after its first year of operation, as a major contributor to the growth and sustainability of the Hotel and Tourism industry in Zanzibar. HAZ, as the professional body for the hotel sector, will continue to play a crucial role towards creating a more worthwhile commercial environment and forthcoming relationship with all key stakeholders.

MARCH 2022

HAZ through its CEO supports the inauguration of the Kibweni Palace Museum

HAZ participation to a validation workshop on the mapping of Zanzibar's private sector advocacy issues.

On 17th March 2022 HAZ-CEO attended a Stakeholders Meeting on Zanzibar's Investment Guide. Hon. Mudrik Soraga, Minister of State in the President's Office Labor, Economic Affairs and Investments was the Guest of Honor.

APRIL 2022

Zanzibar Commission of Tourism in partnership with the Urban District Commissioner's Office had a meeting with stakeholders and hotel owners of hotels in the urban district to participate in a joint session regarding concerns in the sector.

The ZRB Commissioner called for a joint meeting with Large Taxpayers and members of HAZ and ZATI to discuss on Taxation Matters and the Introduction of VFMS.

MAY 2022

On 17th May 2022 HAZ and its members were invited by NMB BANK to a Tourism Networking event discussing Tourism and Hospitality.





JUNE 2022 **EUROPEAN INVESTMENT FORUM**

Dear Members,

HAZ was well represented at the European Investment Forum at Golden Tulip Airport Hotel.

The One-day Forum was organized by the European Union Business Group - EUBG in collaboration with the European Union - EU, the Netherlands, Ministry of Labour Economy and Investment and the Zanzibar Investment Promotion Authority - ZIPA and The Government of Zanzibar and was officially opened by H.E. President Hussein Mwinyi and attended by the Minister in-charge of Investment Hon. Mudrik Sorogha, The EU Ambassador, The Netherlands Ambassador and other high profile officials and participants from both the public and private sectors.

HAZ was represented by Our Executive Chairman Mr. Graham Leslie and CEO Mr. Wilfred Shirima.

Please access the Daily News link below for a full official reporting on the Forum

OFFICIAL LAUNCH

EXTRACT FROM ONE THE OFFICIAL SPEECHES

“HAZ is much more than just a group of hoteliers advocating support in a policy of words. It is an association of like-minded professionals formed to drive forward real change, working together to improve the standards across all sectors of tourism, and to make the place in which we operate the best it can possibly be, that will become the 1st choice of travelers from anywhere in the world Only then will our investments and the special assets of Zanzibar be properly protected”



JULY 2022

- HAZ participates in the European Investment Forum attended by Executive Chairman and CEO at Golden Tulip Hotel attended by the President of Zanzibar and The European Ambassador to Tanzania and other EU Ambassadors to Tanzania.
- Introduction of new HAZ Business Model and Direction for 2023 onwards.
- Promotion of new Terminal





AUGUST 2022

- Executive Chairman working with Ministry Presidents Office for Investment, Labor and Economy on creating a stronger enabling environment for private sector investments and project plan for zoned/targeted developments
- Review of all investment projects and ranking status for FDI/ZIPA
- PPP Zamani promoted by HAZ for a Social Environment Enterprise Development Fund that includes Communities in fragile zones that are critical for marine/terrestrial conservation with Ministry Investment Labour and Economy
- HAZ-CEO attends the Zanzibar Business Council Meeting for Tourism Sector





SEPTEMBER 2022

- World Tourism Day HAZ Participates in a High Level Panel Discussion on New Governance for Recovery towards alignment of Future of Zanzibar Tourism at Park Hyatt – Hosted by Ho. Simai Said – Minister of Tourism and Heritage.
- HAZ formulated plan for NEOS Charter returns to Zanzibar with Chairman Emeritus Paulo Rosso / NEOS Representative and HAZ Board Member Antonella Ballestra and H.E. Ambassador Mahmoud Kombo (Italy) with HAZ Chairman- event officiated by Ministers Hon. Simai Said (Tourism and Heritage), Hon. Nassor Mazrui (Health), Italian Ambassador H.E. Marco Lombardi and other high dignitaries.
- Working on Channel Booking and Distribution Analysis for Zanzibar/Tanzania market sources
- Support of the planned Tourism Z Summit organized by ZATI for February 2023
- HAZ consulting with PWC/PPP on Hotel Operators Manual incl. ZRB/TRA/ZIPA etc.





OCT 2022

- Blue Economy - Hospitality and Conservation Pemba/Unguja sponsorship for maritime/reef/community project work headed by Matthew Saus (HAZ Pemba Chairman/Manta)
- HAZ Chairman Emeritus Mr. Paolo Rosso attended by and played an active role in creating the Italian Investment Forum in support of H.E. Ambassador Mahmoud Kombo work in developing the Italian and European markets for Zanzibar Investments
- Waste management/Recycling review of Partners for HAZ members/network.
- Review of Sadaani/Zanzibar for close-connect Safari Experiences.
- Audit/review of Hotel Supply and Market Demand surveys for Zanzibar.
- Partnership meeting with Zenji Hospitality Training Centre for collaborative activities with HAZ
- Invitation to the UNWTO Training Programme to Tanzania Tourism Stakeholders organized by HAT in collaboration with TATO. The UNWTO Training Programme, with a series of seven webinars, was sponsored by UNDP Tanzania.



NOV 2022

- Executive Chairman HAZ, in helping to attract FDI, helps in negotiations for a Luxury Hotel Brand to finalize their Zanzibar land acquisition for development of a luxury villa resort.
- Executive Chairman meets with the Immigration Commissioner on coordinated VISA requirements.
- Executive Chairman participates in European Union Investment Forum with ZIPA as an invited panelist on development opportunities.
- Economic Empowerment Agency Executive Chairman and CEO with new Secretary General to support more integrated plans for inclusive supply chain within the local communities.
- Meeting on Security/policing/Etc has been ongoing.



DEC 2022

- Pemba/PPP with President's Office for Solar Power for Njao/Matthew Saus/ZECCO
- New members review for Zanzibar Upscale Brand network positioning audit completed and new members starting
- AGM for HAZ planned for last week February 2023 (T.B.C)

JANUARY 2023

- HAZ Virtual Board Meeting to discuss the plans and priorities for the year 2022.
- HAZ Executive Chairman working with EU-East African Development Fund for Project Developments across Unguja and Pemba for Blue Economy and Tourism Sustainability and Community economic empowerment and resilience including marine and terrestrial conservation

FEBRUARY 2023

- HAZ Invited to participate in the WORLD WOMEN WEEK that was intending to promote awareness on how women can benefit more from tourism.
- Members Annual General Meeting (TBC)





HOTEL ASSOCIATION ZANZIBAR

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